

0900955-072001

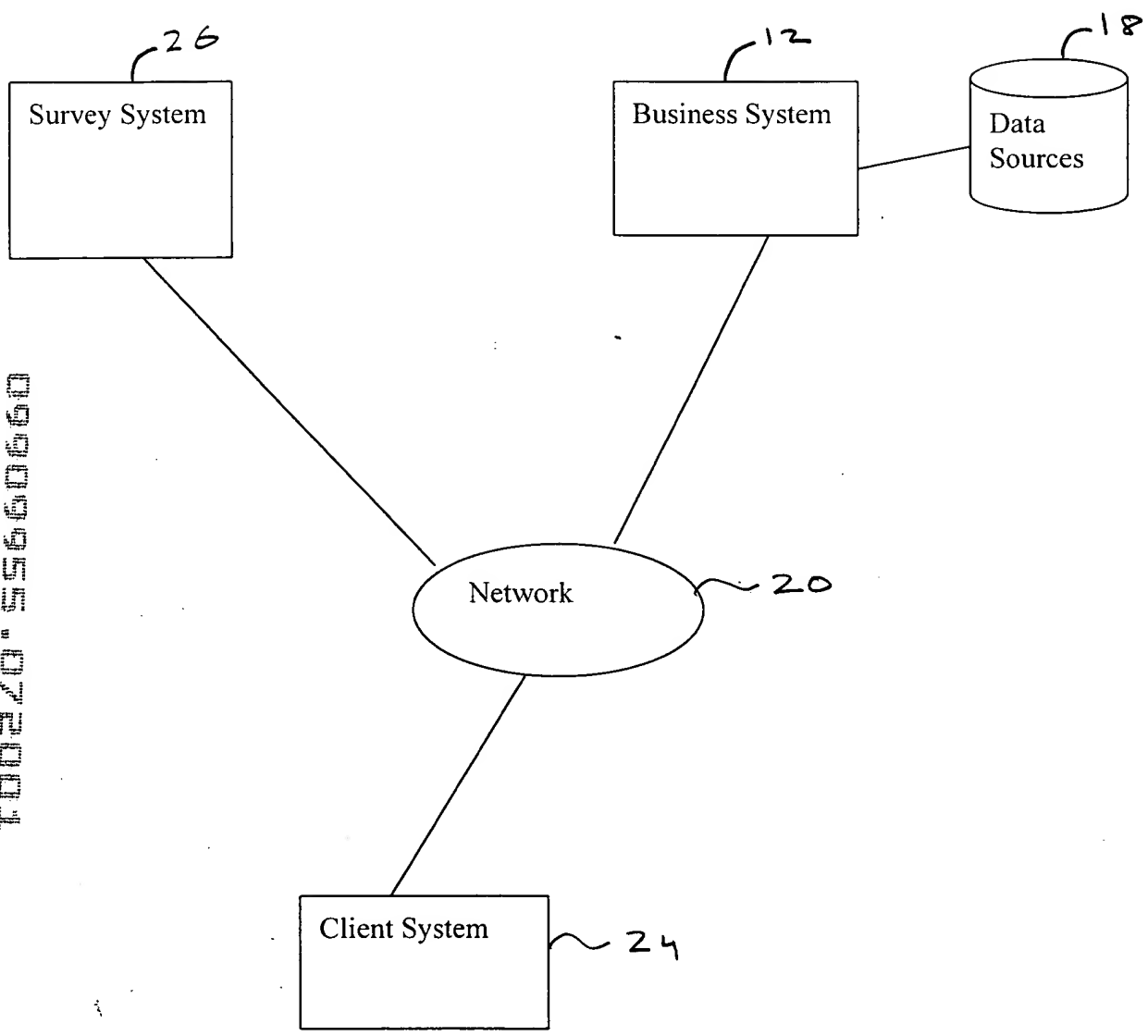


FIG. 1

10

100220-556660

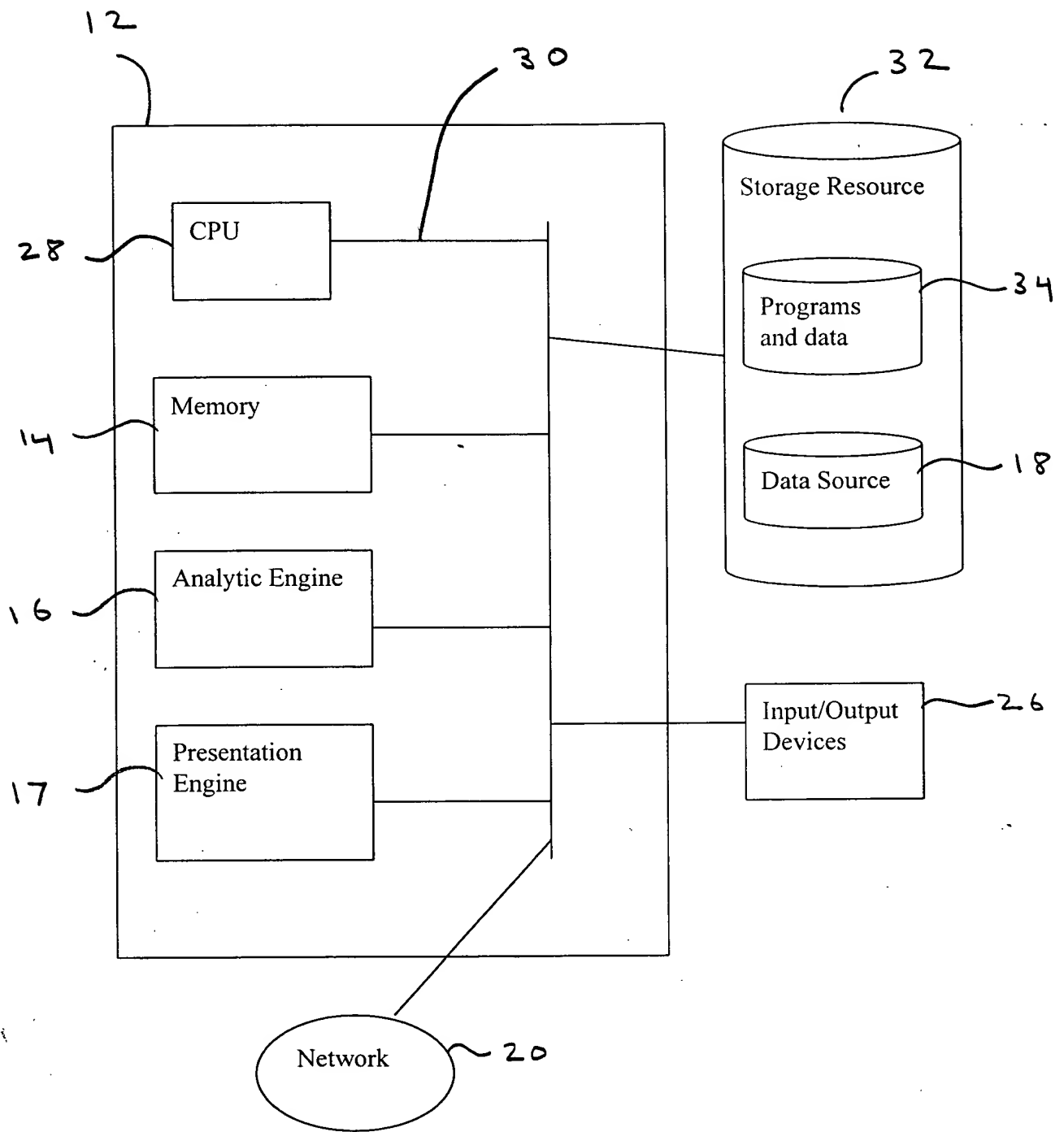


FIG. 2

0690955-072004

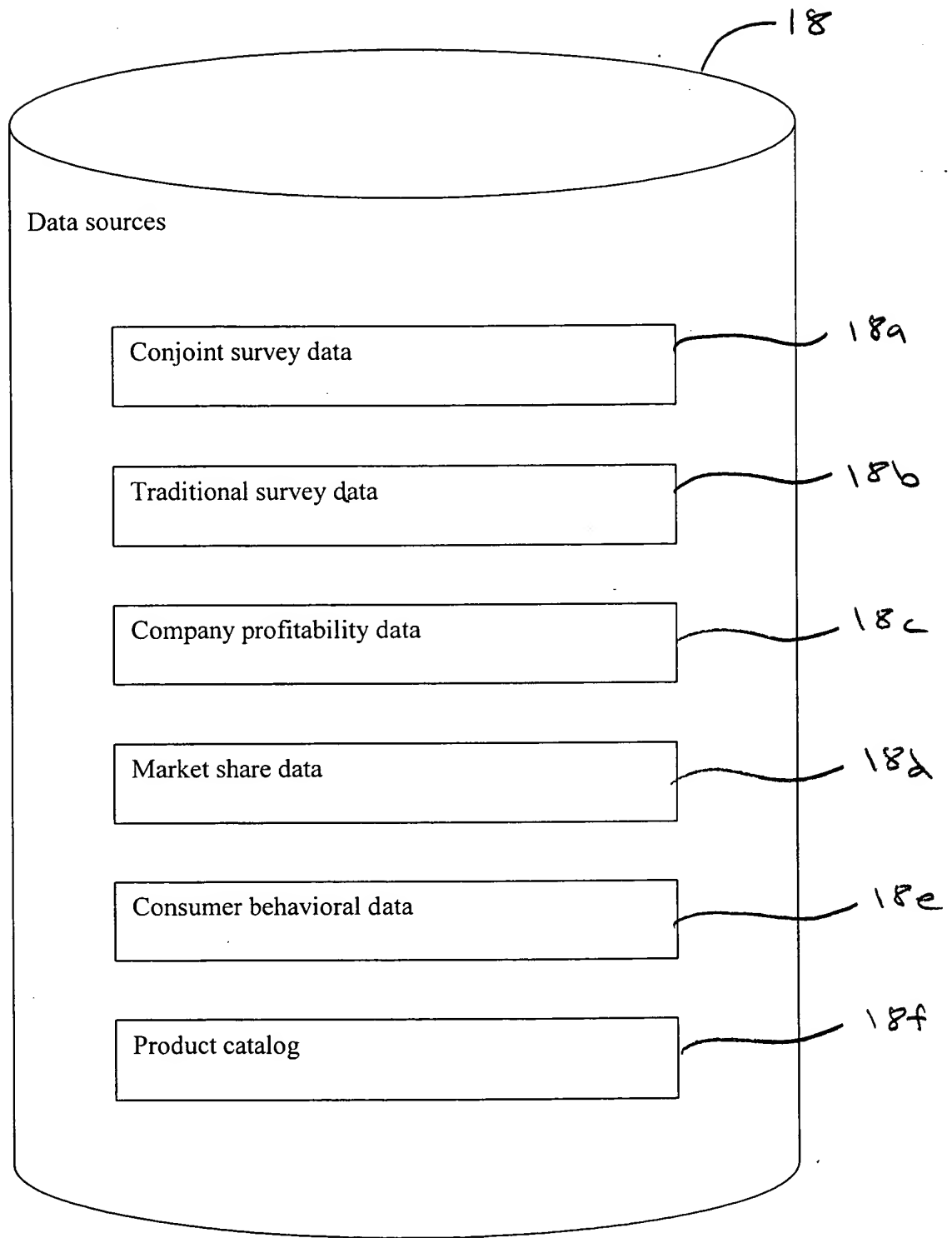


FIG. 3

100220" 55660660

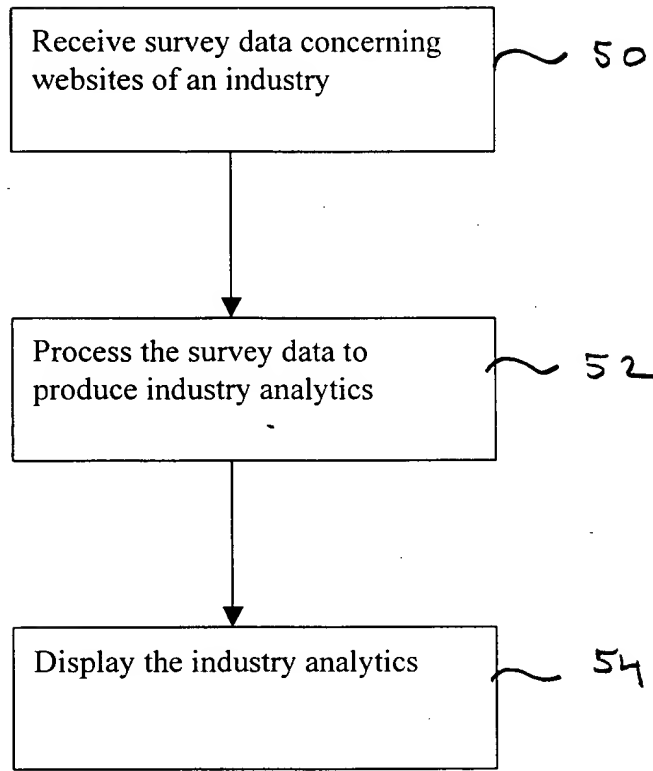


FIG. 4

2002-07-20 09:09:55

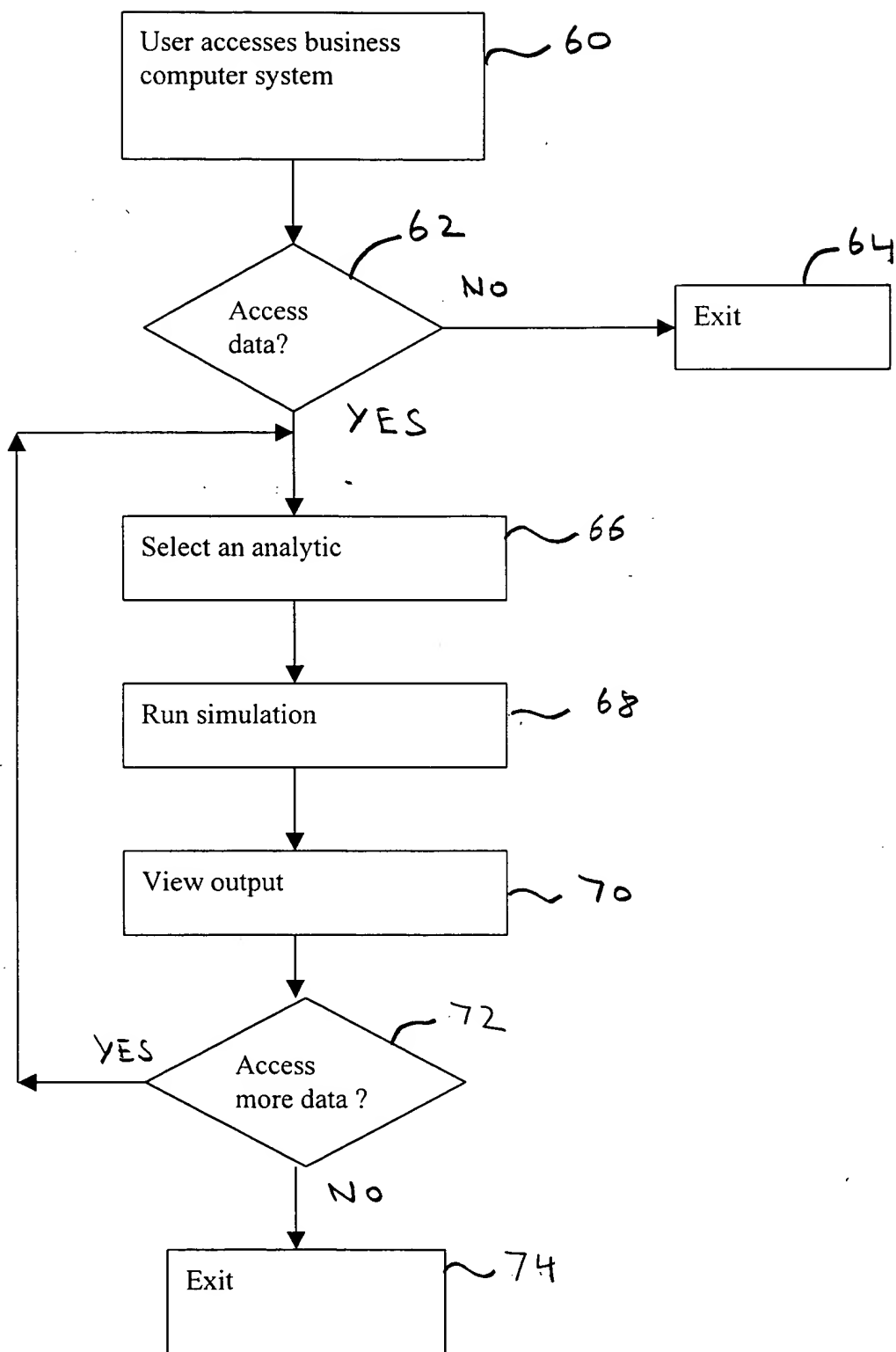


FIG. 5

05909955-072001

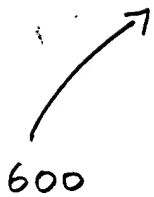
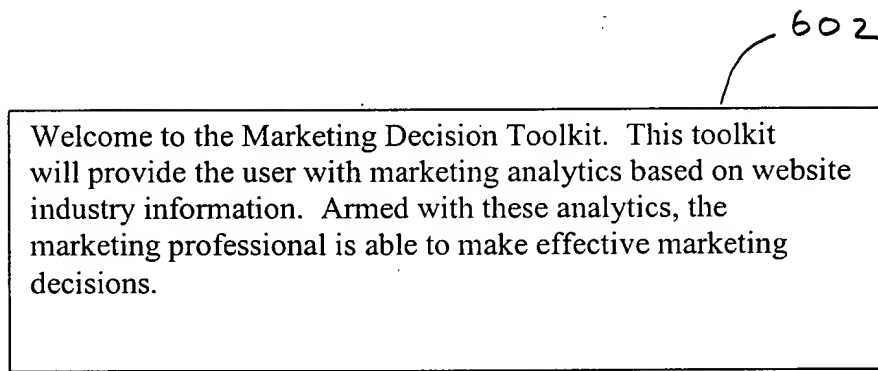
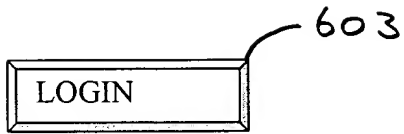
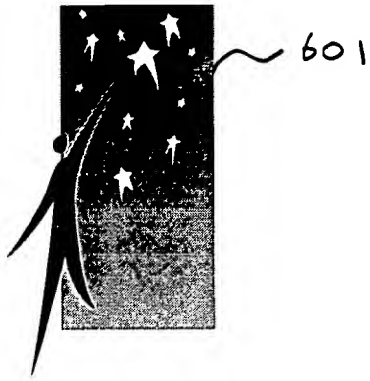


FIG. 6A

Access Data?

611

Total Utility (overall score)
Improvement Opportunity Simulations
Total Utility (By parameter)
Total Utility Trend Analysis
Attribute Importance Scores
Top and Bottom 3 Improvement Opportunities
Competitive Advantages and Opportunities
Marketing Funnel

612

612a

612b

610

FIG. 6B

Total Utility

Across all parameters

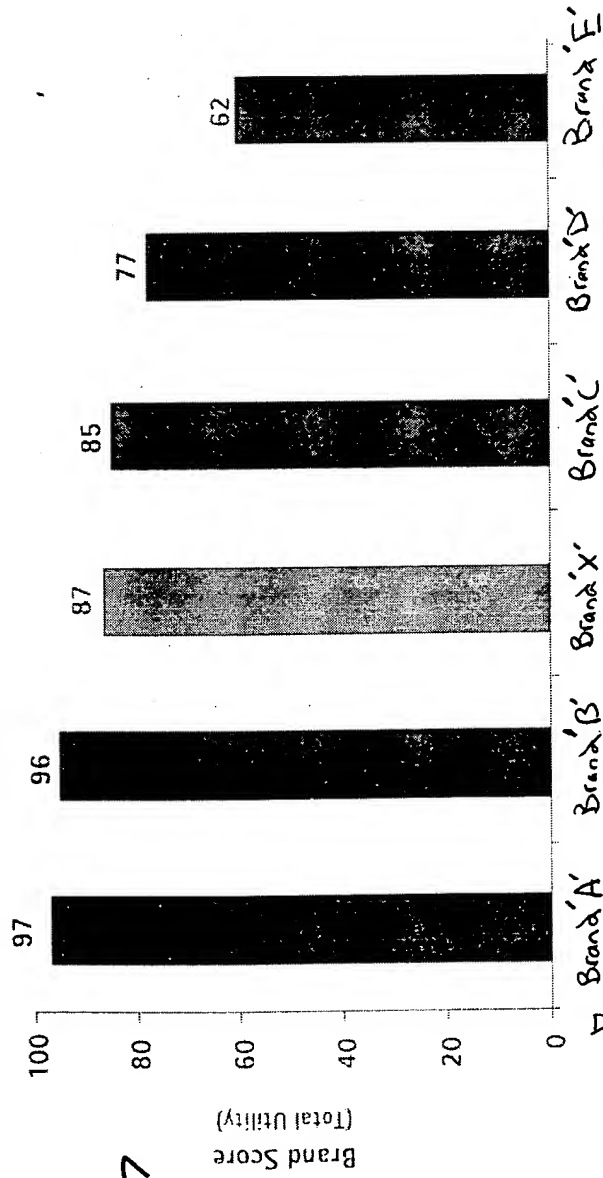


FIG. 6C

Improvement Opportunity Simulations

634

632

630

635

Product Information Basic Product Information Detailed Product Information Run Simulation

Current Level	Simulation Level	Change
30	32	+2 points
70	73	+3 points
\$300 million	\$301 million	\$1 million
\$4.10	\$4.20	\$0.10
		\$1.2 million

Market Share

Consumer Preference

Profitability

Price premium with constant market share

Incremental profit from price increase

FIG. 6D

Total Utility

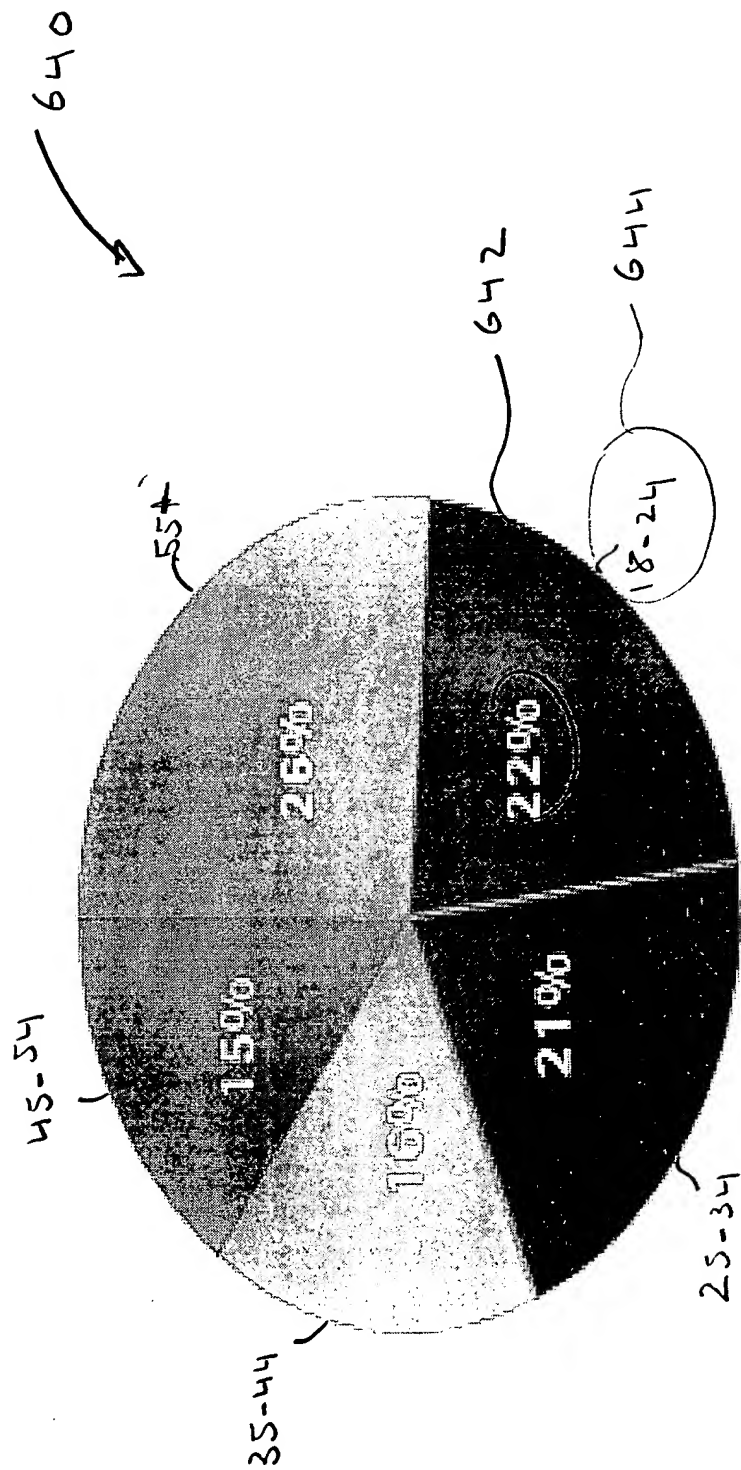


FIG. 6E

Total Utility Trend Analysis

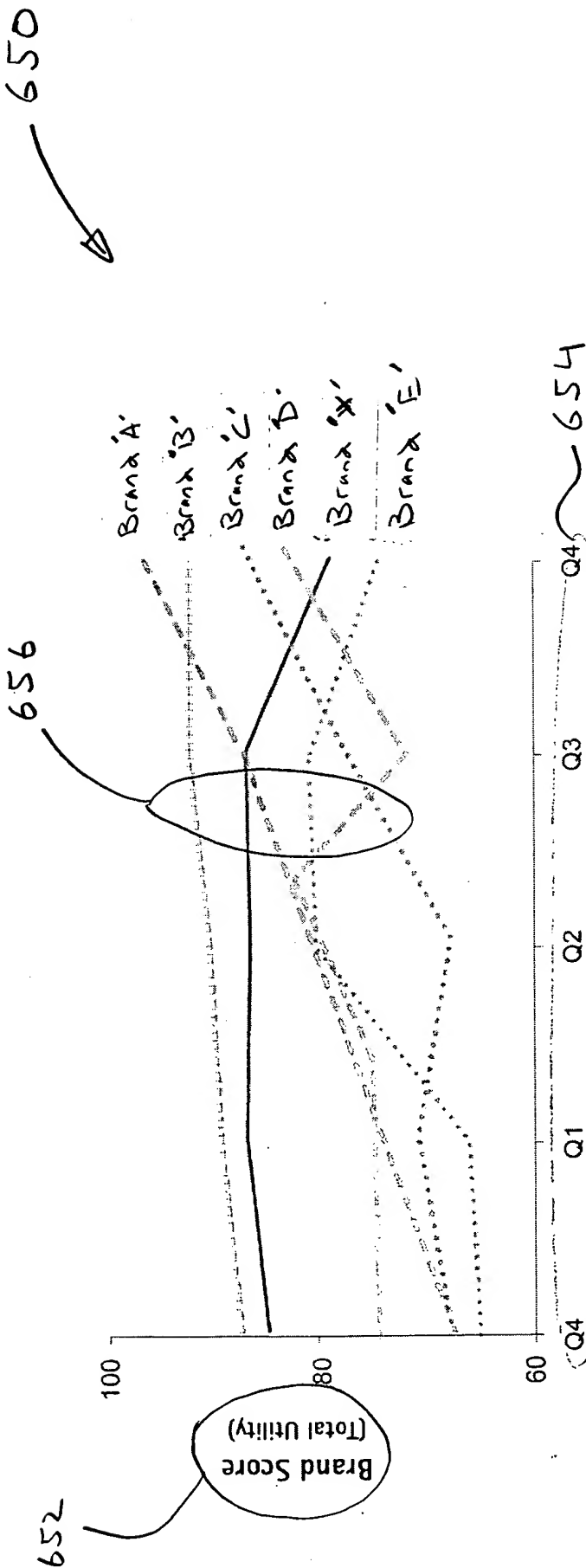
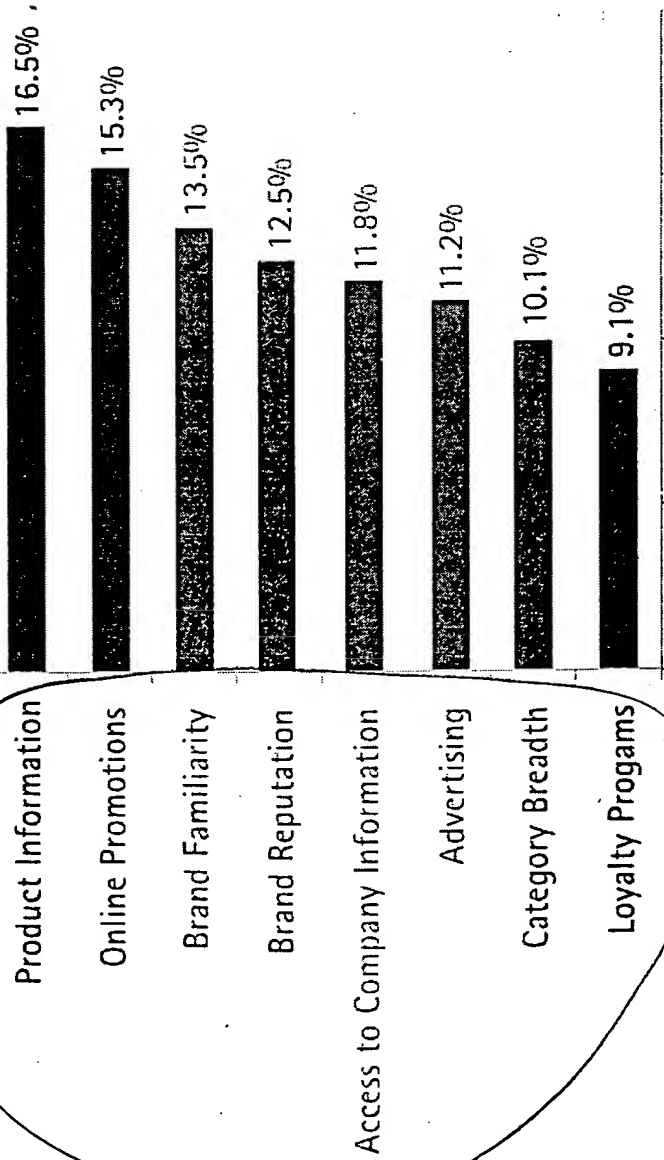


FIG. 6F

Attribute Importance Scores

662

660



% of Total Importance

664

Top and Bottom 3 Improvement Opportunities

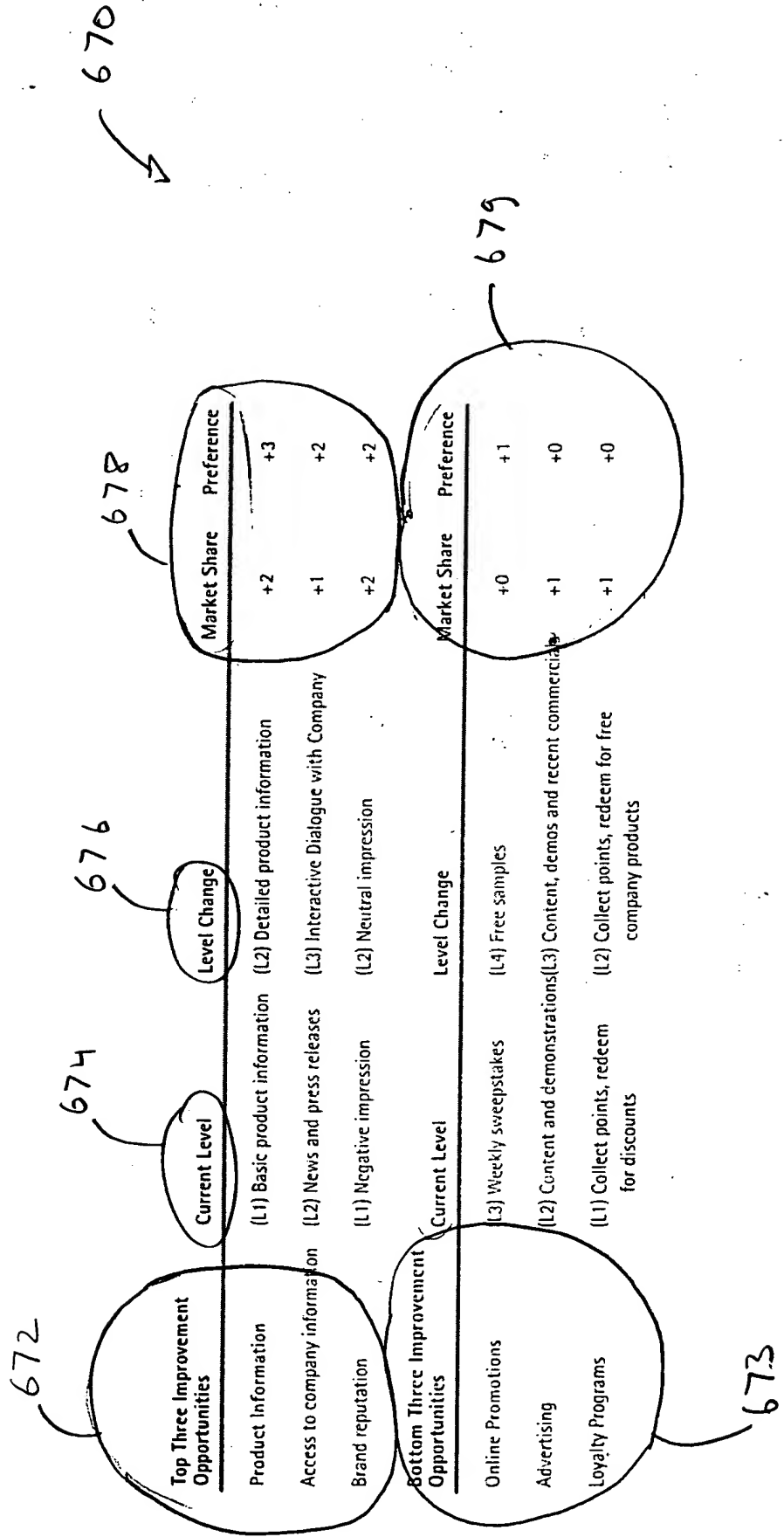


FIG. 6H

Competitive Advantages and Opportunities

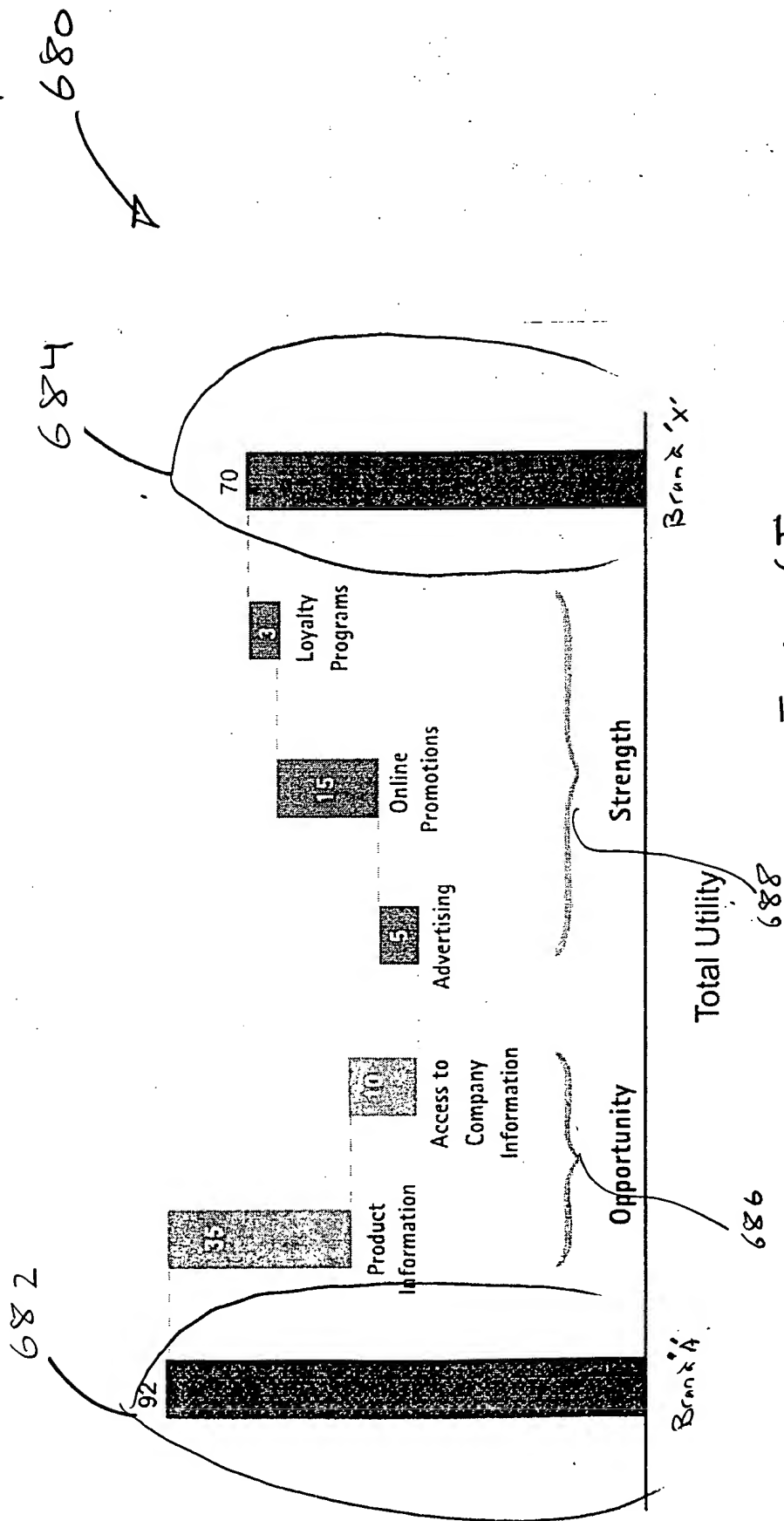


FIG. 6I

Marketing Funnel

694

Awareness Predisposition Trial Use Loyalty Commitment

690

% of respondents

Brand X

Brand Y

60

80

48

67

20

55

15

39

8

20

5

12

692

FIG. 6J